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## HIGHER PURPOSE

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In shaping your promise, it's helpful to think about why you matter to people at a higher level - a level that goes beyond the basics of what you do for them. Along with the [Benefits](#) worksheet, this worksheet can help you discover what elements could be in constructing the most valuable promise possible.

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*What are your customer's (or potential customer's) desired outcomes? List these functional needs to state what they are trying to accomplish.*

*What does your customer want to feel? What emotional needs does he or she have that could be associated with the outcomes listed above?*

*From what you've observed, what stops them from getting to these outcomes today?*

Now, articulate what you do for your customers. Think about roles you play and functional things you provide in their simplest form.



Finally, take a shot at developing a promise that states your higher purpose of why you matter in their lives.